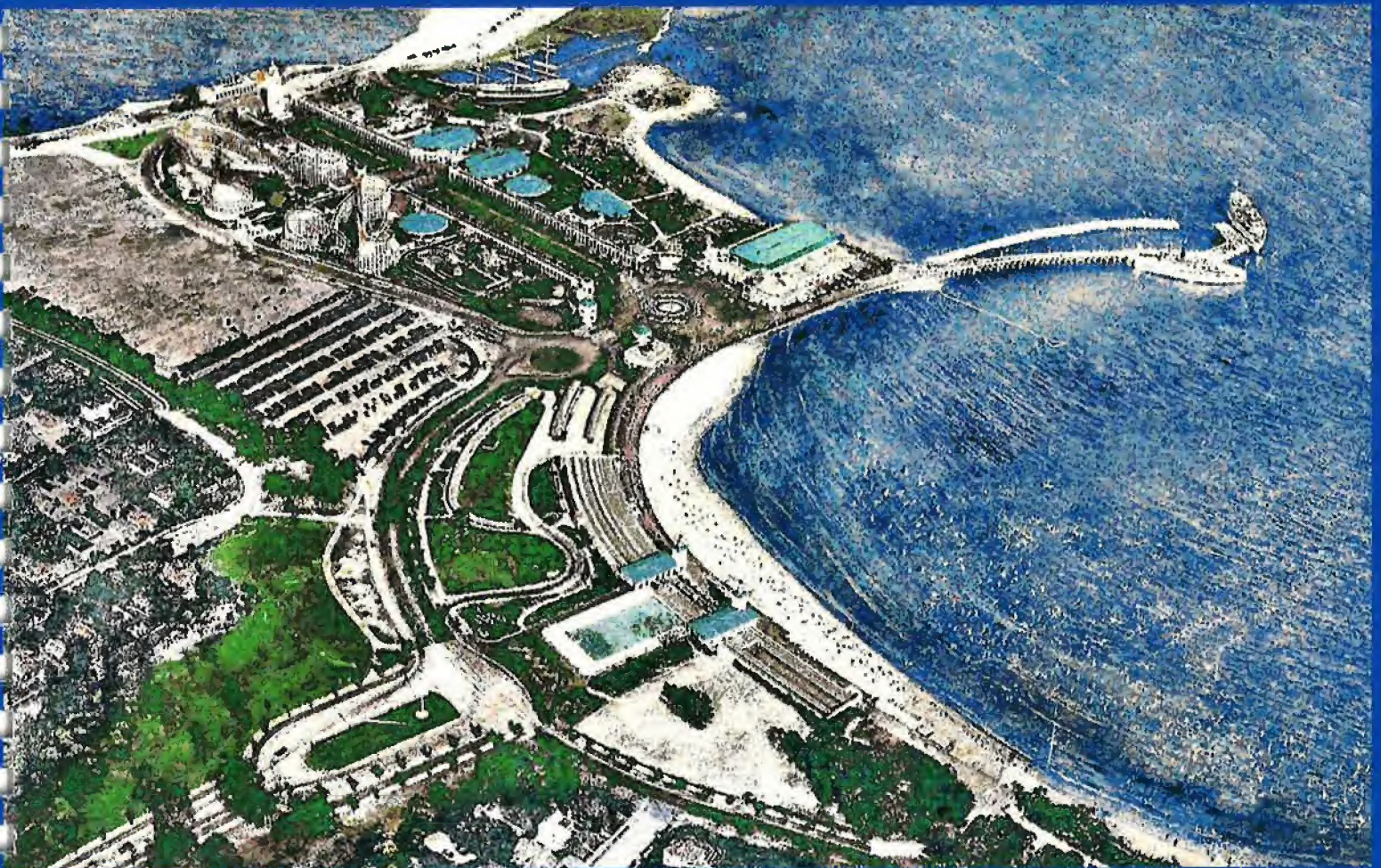


DRAFT 2019

# Playland Park

Executive Summary of Master Plan





# Master Plan Executive Summary

DRAFT 2019

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# Summary

The Executive Summary contained in these pages has been prepared at the direction of Standard Amusements for the purpose of communicating a vision for the stewardship of Playland Park. The pages that follow illustrate some of the highlights of the overall planning goals, objectives and management intent for the rehabilitation of the Park.

This condensed Executive Summary effort has been guided by the fundamental values established by the original planners, which form a remarkably complete set of ideals for how the Park can be enjoyed. With thoughtful persistence, being respectful of past achievements and mindful of present and future needs, visions can merge to become a vibrant, entertaining, and exciting reality in the pages that lay ahead for this celebrated and unique park.

## Pillars of Rehabilitation and Improvement

1. Actively promote the stewardship of the historic fabric, composed of natural, built, cultural and scenic assets
2. Celebrate and protect connections to the unique natural resources within the property through functional and operational improvements
3. Restore, adapt and improve amusement and entertainment experiences throughout the Park
4. Improve public amenity spaces and gardens and encourage their use
5. Increase the quality and availability of food services and renew guest dining experiences
6. Foster and improve community partnerships with not-for-profit organizations
7. Invigorate visitor cultural experiences through partnership with local and regional art programs and community-based organizations
8. Commit to a sustainable management approach for the entire Park and its operation





# Master Plan



## Proposed Improvements

The above Master Plan is a culmination of several months of coordination meetings, carefully considered inquiries into existing conditions and attentive research into the history of Playland. It is a comprehensive at-a-glance look at all of the proposed improvements.

- Entry/Control Point
- New Rides and Attractions
- Automated Ticket Vending
- Seasonal Display
- New Paving
- New and Restored Restrooms

- Food and Beverage
- Restored Historic Towers and Colonnades
- Existing Buildings to Remain
- Future Buildings
- Plazas



# Playland Attractions



## Proposed Improvements

Proposed solutions are designed to expand the Park experience outside of the amusement zone. Relocation of the mini-golf to the south, development of a new attraction and beach activities along the entry drive are examples of this strategy. Within the amusement park, permanent attraction improvements will reinforce the historic fabric and will reestablish Playland as a unique amusement destination. Existing historic rides will be maintained, kept authentic, and new rides will be added and themed to reinforce the Playland experience. Areas around rides will be improved to conceal back-of-house services while improving the guest ride experience through the introduction of plantings and site furnishings.

- Preserved Attractions
- Proposed Attractions

- ① Relocate mini-golf
- ② Restore the Aeroplane Coaster Ride
- ③ Provide new, more permanent rides in redesigned path system
- ④ Add beach activities area along boardwalk





# Kiddyland



## Proposed Improvements

Kiddyland has always been a special Playland attraction. A revitalized Kiddyland will permit more spacing for rides and attractions to be set among landscaped edges, and provides modern amenities like food and beverage opportunities and restrooms.

- ① New "Historic Kiddyland" with relocated existing rides
- ② Performance Stage
- ③ New Restrooms
- ④ Kiddyland Food and Beverage
- ⑤ Kiddy Activity Village
- ⑥ Existing Superflight Ride
- ⑦ Nursing/Calming rooms
- ⑧ Relocated First Aid Building
- ⑨ Dining Area
- ⑩ New Derby Racer Dining Terrace

- Rides
- Play Structures
- New Landscaping
- Seating
- Vendors
- Buildings
- Pavement Types





# Attractions

## Historic

There are seven historic rides of National Landmark significance. The preservation of these rides or structures are critical to revitalization efforts. Future improvements include reconstructing the Aeroplane Coaster.



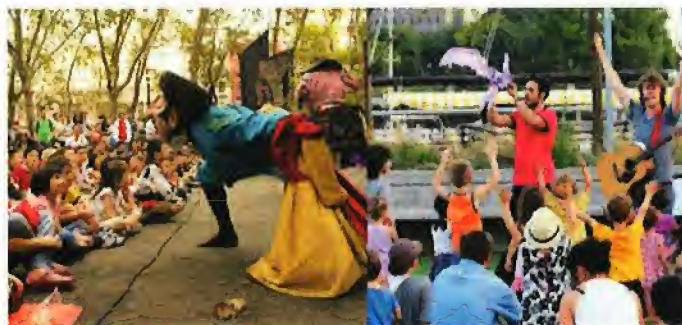
## Family

Rides and attractions that can be shared by all members of a family are the backbone of Playland experiences. The Master Plan's mix of attractions ensures more and new family rides and attractions.



## Stage Entertainment

Kiddyland is more than rides, it is also the chance to bring imagination through song and stories. The improved Kiddyland provides an intimate setting for families to gather under shade and to watch and interact with a variety of productions.



## Gardens and Play

Gardens have the capacity to stimulate, as well as calm the mind. Reintroducing the "garden" atmosphere of Kiddyland and throughout other Playland areas will create a sense of discovery within the space. The lush and colorful setting will also enhance the sense of intimacy for visitors, both children and parents alike.



## Signature

Signature rides can be appealing to a variety of age groups. They are the traditional "main draws" of most amusement parks. These will be located at strategic points throughout the Park and will start reinvigorating the thrilling aspect of Playland amusements.



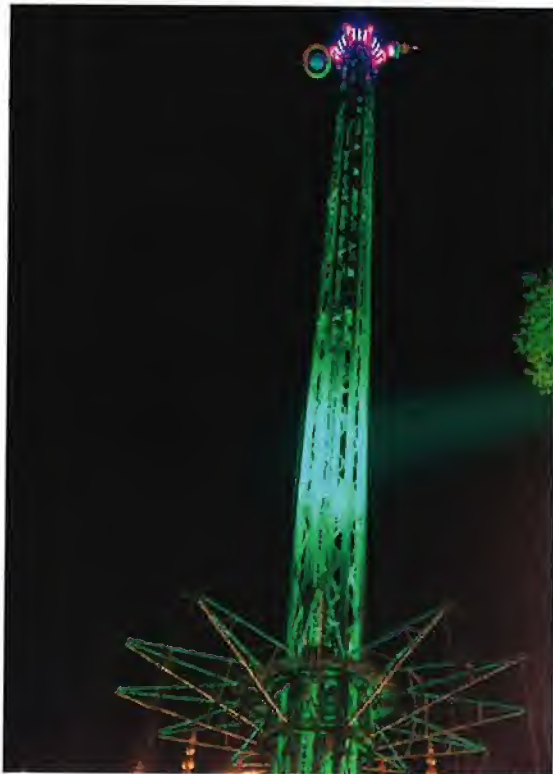
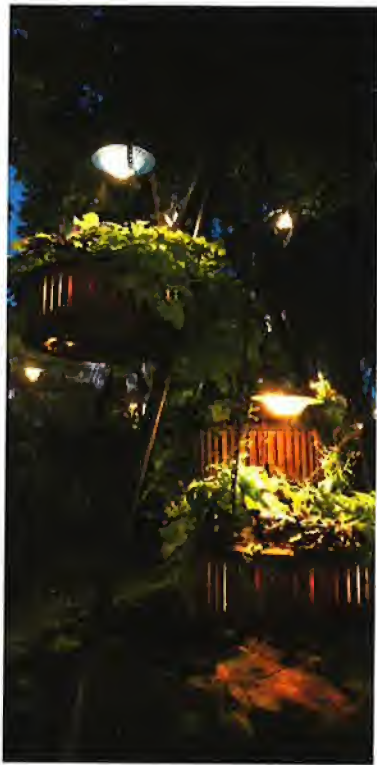
## Arcades, Games and Pop-Ups

Arcades will be modernized with new technologies that have advanced the arcade industry. Games for the midway will be reintroduced with a nostalgic flair and new games added that appeal to various skill levels. A place for virtual experiences can take guests to unimaginable places and place them inside the action for a new reality. Introducing dedicated space for mobile pop-ups such as specialty food items or merchandise, and child-friendly games are needed.





# Theming and Lighting



## Theming and Lighting

The theming and lighting of rides and surrounding spaces is a component of the amusement park experience that makes a long-lasting impression. By theming and lighting the park, the patron is offered a narrative experience that enhances their visit. Similarly to the way in which themed rides immerse the patron in a story, the theming and lighting of buildings further compliments this experience. During the parks period of historical significance, lighting was used to extend the visitor's experience well into the evening, as seen above in the precedent images from Tivoli Gardens in Copenhagen.

## Proposed Improvements

1. Heighten and enhance visitor experience
2. Enliven structures and rides with decorative embellishments and lighting
3. Create an immerse narrative for individual rides and buildings with decoration
4. Lighting to complement the various programming areas



# Pedestrian Paving



## Proposed Improvements

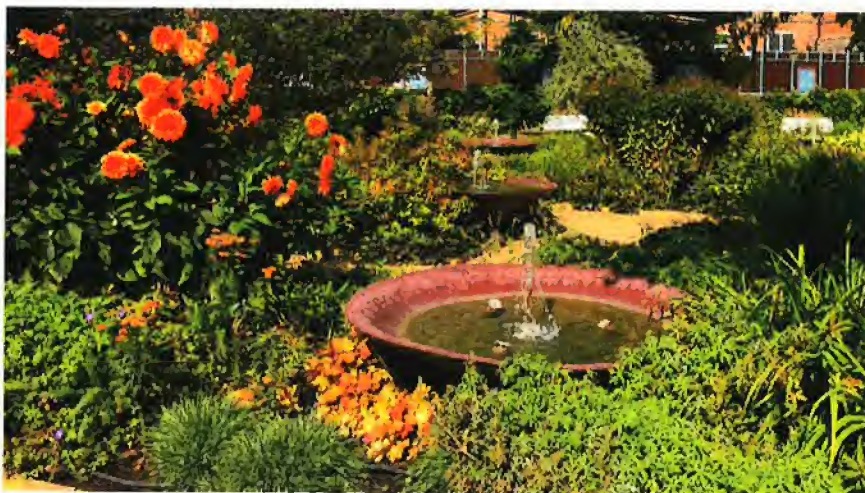
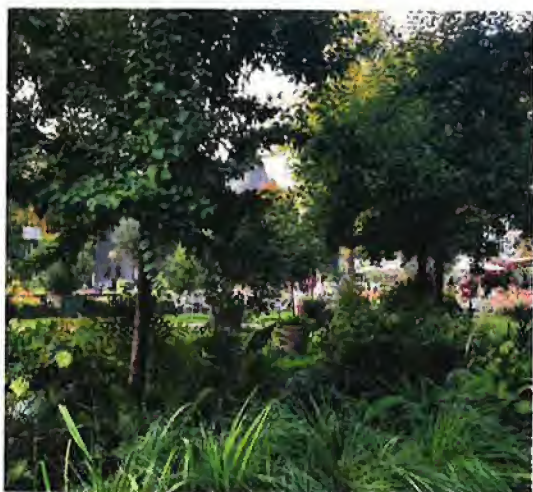
The pedestrian realm of the Park is a key component of the visitor's experience. The paths of a park inform the visitor how and where to navigate the space. Paving will help create a visual and navigational narrative that can both please and guide patrons, such as suggesting where to walk, as well as where to queue for games or rides.

	Wood Boardwalk		Precast Paving Pattern 2
	Precast Paving Pattern 1		Asphalt Pavers
	Kiddyland Paving		Tinted Saw-Cut Concrete





# Gardens



## Proposed Improvements

Historically, Playland's beauty was bolstered by a keen attention to visual landscaping. In the past, visual assets such as Mary's Garden delighted patrons and offered them a colorful display of natural beauty.

As one of the improvement pillars, the element of visual gardens throughout the park will be implemented. Everywhere one turns, natural beauty through landscaping and seasonal planting will complement the experience.

■ Accessible
 ■ Inaccessible





# Playland Food and Beverage



Seafood concept interior rendering of the dining area



## Proposed Improvements

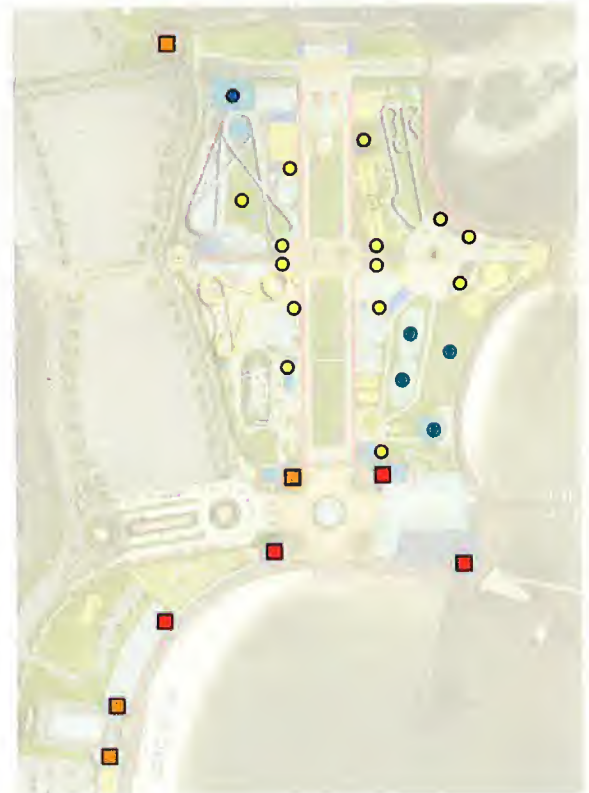
Food and Beverage has been completely re-imagined to become more than just an amenity for guests. Fresh, popular and chef-driven food and beverage ingredients are to become an attraction within the Park. Playland has been master planned to conceptualize its food and beverage offerings as a destination. The Park visitors are deserving of quality, culturally-inspired choices for dining. Driving the food and beverage with this mission will ensure diversity and maintain a healthy balance of traditional amusement park fare with popular eating and drinking trends of today.

### Rye Park Food and Beverage

- Proposed All Season
- Proposed Seasonal
- Proposed Employee/ Commissary Building

### Playland Food and Beverage

- Seasonal
- Private Events





## Pizza Concept

### Proposed Improvements

1. Fast casual dining.
2. Expand food production area for increased capacity and improved quality
3. Encourage dining in garden spaces nearby
4. Improved main restroom facilities and plaza dining



Pizza concept interior rendering of dining area



## Burger Concept

### Proposed Improvements

1. Fast-casual dining burger concept with fresh ingredients
2. Encourage dining within and nearby Music Plaza
3. Create covered flexible dining space
4. Activate north end of colonnades



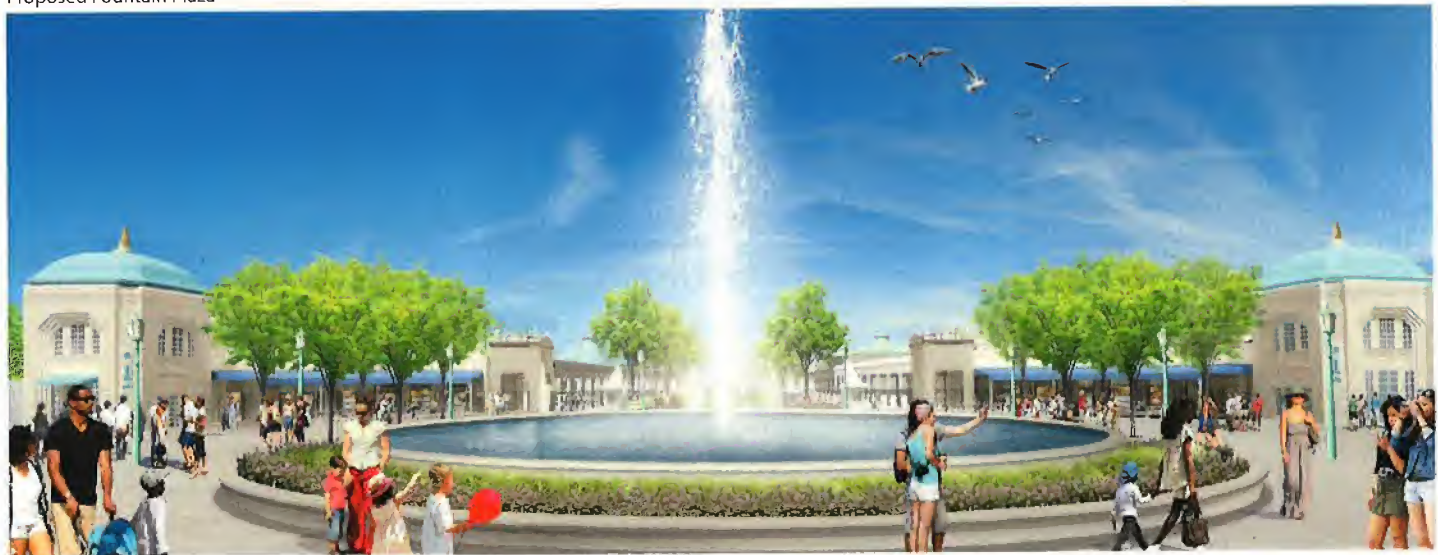
Burger concept interior rendering



# Fountain Plaza



Proposed Fountain Plaza



Proposed Fountain Plaza at night



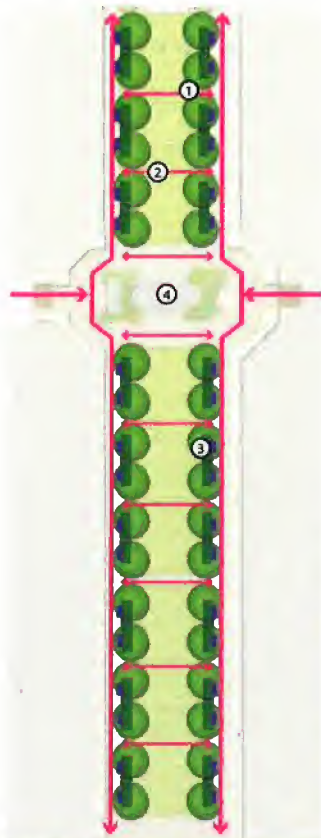
## Proposed Improvements

One of the first improvements in the plaza is the sense of openness around the fountain. This new open space will provide year-round programming possibilities. Major improvements will be made to restore the fountain to its role as the centerpiece of the plaza. This will include state-of-the-art renovations to allow for a free public amenity with a wide array of programmable displays.

- ① All-season destination
- ② Take-away restaurant with outdoor seating
- ③ Public restrooms and Guest Services
- ④ 80' diameter show fountain
- ⑤ 8' wide safety planning strip
- ⑥ New shade tree bosque and outdoor seating
- ⑦ Restored Playland entry gate, pylons and kiosks
- ⑧ Remove non-historic addition and reintroduce awning
- ⑨ Restore or replace historic lighting
- ⑩ New modular paving system



# The Mall and Central Plaza



- ① Openings in hedges provide access to green and additional views up and down Mall
- ② Movable seating
- ③ Improved fixed seating
- ④ Improved Central Plaza

←→ Pedestrian circulation

Proposed hedges

Proposed seating

## Proposed Improvements

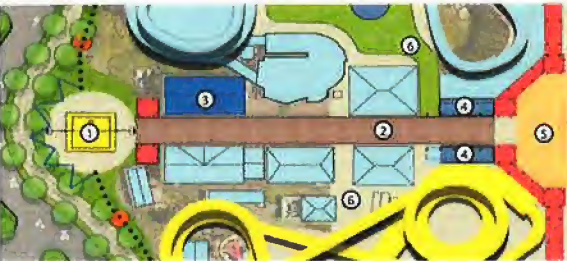
The goal of opening the hedges is to reactivate the space to align more closely with past use, and to provide maximum pedestrian circulation. Movable seating can invite patrons to interact more with the Mall, as well as provide spaces to eat and relax. The inclusion of accessible lawn space allows for more programming opportunities.



Rendering of proposed Mall Improvements



# Games Row



## Proposed Improvements

- ① New signature ride offers an attractive destination for the end of the axis
- ② Reintroduce "boardwalk paving" appropriate to games and arcades
- ③ Renovate restrooms and improve fixture counts
- ④ Update and improve food and beverage options
- ⑤ Improve views towards Rocky Point
- ⑥ Opportunities to utilize spaces within ride structures



Proposed rendering looking east towards Rocky point showing and replaced ground material



Proposed rendering looking west showing new anchor attraction



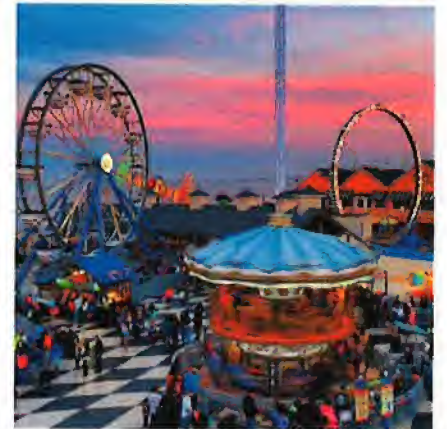
# Rocky Point



## Proposed Improvements

Rocky Point improvements aim to unlock the potential of this area of the site and draw more visitors to this area with new rides, food and beverage, water views and attractively landscaping gardens. The area is to be anchored by a new plaza featuring a signature ride and surrounded by attractions and food and beverage offerings with shaded seating areas.

An additional proposed feature is the restoration of the historic boardwalk-facing colonnades and a boardwalk "extension" into the Playland where food and beverage points can serve both the amusement park and the boardwalk.



- ① New Rocky Point plaza with a tall central ride
- ② Relocate Rocky Point Restrooms to space within Auto Scooter building
- ③ Open circulation for "wandering around"
- ④ Plaza edge serviced by improved rides, food and beverage and shaded seating
- ⑤ Open circulation all the way to Rocky Point promenade
- ⑥ New or upgraded rides, mindful of views
- ⑦ New "hidden gardens"
- ⑧ Restored historic boardwalk colonnades
- ⑨ Open area off of boardwalk for seated food and beverage access
- ⑩ Reconnect path to Event Space and Picnic Grove
- ⑪ New path to back of Carousel and service areas



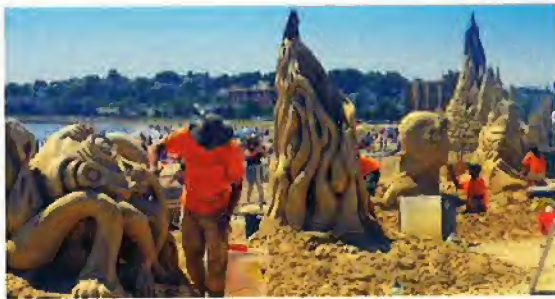
# Rye Beach



- ① New Beach Access
- ② Offer Beach Cabana Rental Service
- ③ Food and Beverage
- ④ Water Activity Feature
- ⑤ Arcade
- ⑥ Retail
- ⑦ Beach Activity Area
- ⑧ Fitness Studio
- ⑨ Relocated Mini-Golf
- ⑩ Observation Deck
- ⑪ Seasonal Art Installations

## Proposed Improvements

New proposed amenities on the inland side of the boardwalk such as the Bathhouse and the Beach Activities Area will help reactivate the boardwalk as an exciting outdoor space. Amenities along the beach side will include cabana rentals, new entrances and seating areas, and a seasonal diving platform which was once offered historically. These changes will allow for a more permeable condition between the boardwalk and the beach and will facilitate more engaging ways for visitors access and enjoy the waterfront.

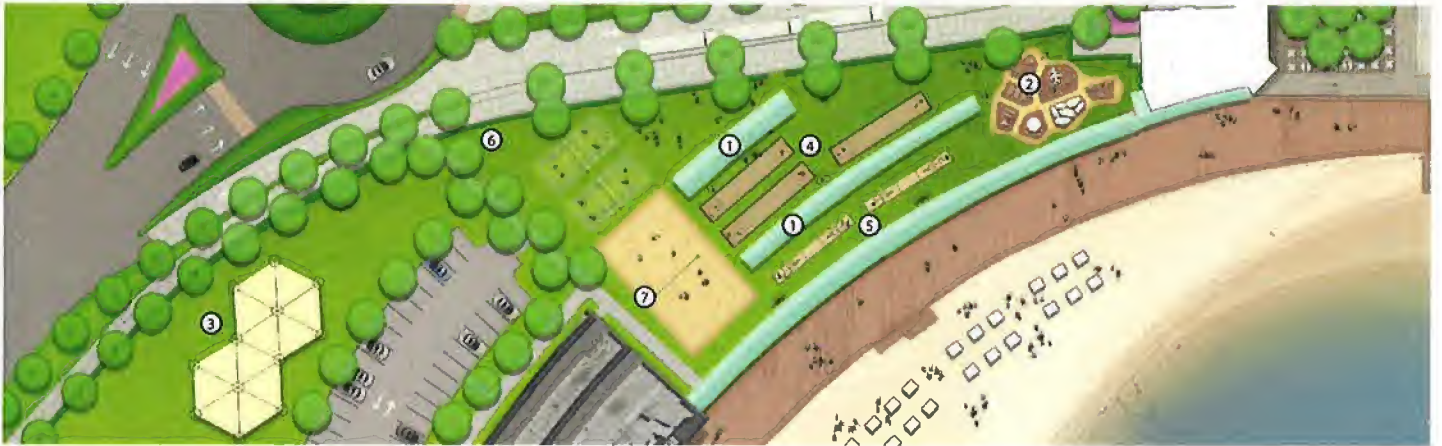




# Beach Activities Area



Rendering of beach activities area



## Proposed Improvements

With the bus drop-off relocated to the arrival plaza, the area will be redeveloped into a waterfront Beach Activities Area. A wide array of active recreational activities will be provided, allowing participants and spectators alike to engage with the waterfront in a new and exciting way. The historic bus shelters will be recognized in the design and will be fully restored and repurposed as shade structure for visitors. A new tree-lined path will connect the sidewalk to the boardwalk, allowing easy access to the waterfront. This path will connect to a new designed parking lot for the Children's Museum.

- ① Preserved bus shelters to serve as shade structures
- ② Outdoor Gym
- ③ High Ropes Course
- ④ Bocce Ball Court
- ⑤ Shuffleboard
- ⑥ Badminton Court
- ⑦ Volleyball Court





# Music Tower Plaza



Rendering of Music Tower Plaza with flexible seating

## Proposed Improvements

The first improvement is the shade structure over the new movable seating area. The seating would reflect flexible programming; if concerts are not occurring, the space can be transformed into an informal dining area, or simply a place to rest. The newly planted trees extend the allée further north and create a connection to the rest of the Mall.

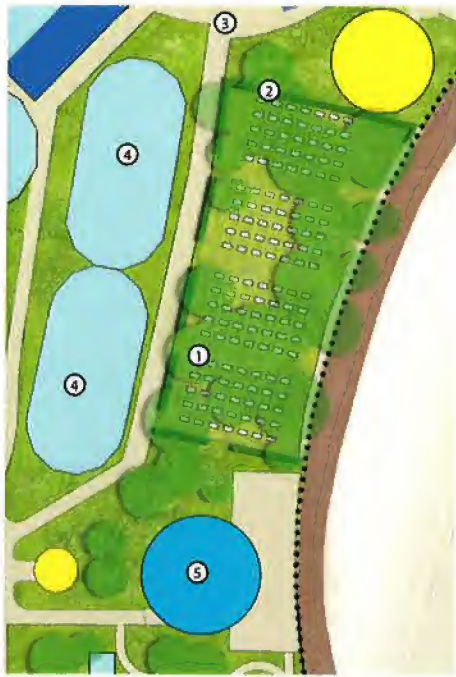


- ① Flexible, reconfigurable seating
- ② New shade structure
- ③ Restored tree allée
- ④ Restored continuity to the Mall
- ⑤ Restored colonnades
- ⑥ Paving continuity to Boathouse
- ⑦ Restored entry pylons and kiosks
- ⑧ Additional rides and attractions
- ⑨ New restroom facility
- ⑩ Relocate AV booth





# Event Space



- ① Replanted "Picnic Grove"
- ② Landscape Edge
- ③ Reconnected Path to Rocky Point
- ④ Restored Picnic Pavilions
- ⑤ Temporary Enclosed Event Space

## Proposed Improvements

The event space will feature a revitalized waterfront with new shade trees providing a "grove-like" experience. Current fencing will be replaced with edge landscaping, movable planters, and temporary shade structures. These will allow for flexibility and emphasizes the structures and natural features of this location. The current fire-pits will be removed and the food service facilities at the Picnic Pavilions will be modernized.



Alternate layout showing public use with reserved spaces

- ① BBQ Area
- ② Small events
- ③ Public



Alternate layout showing Corporate Events

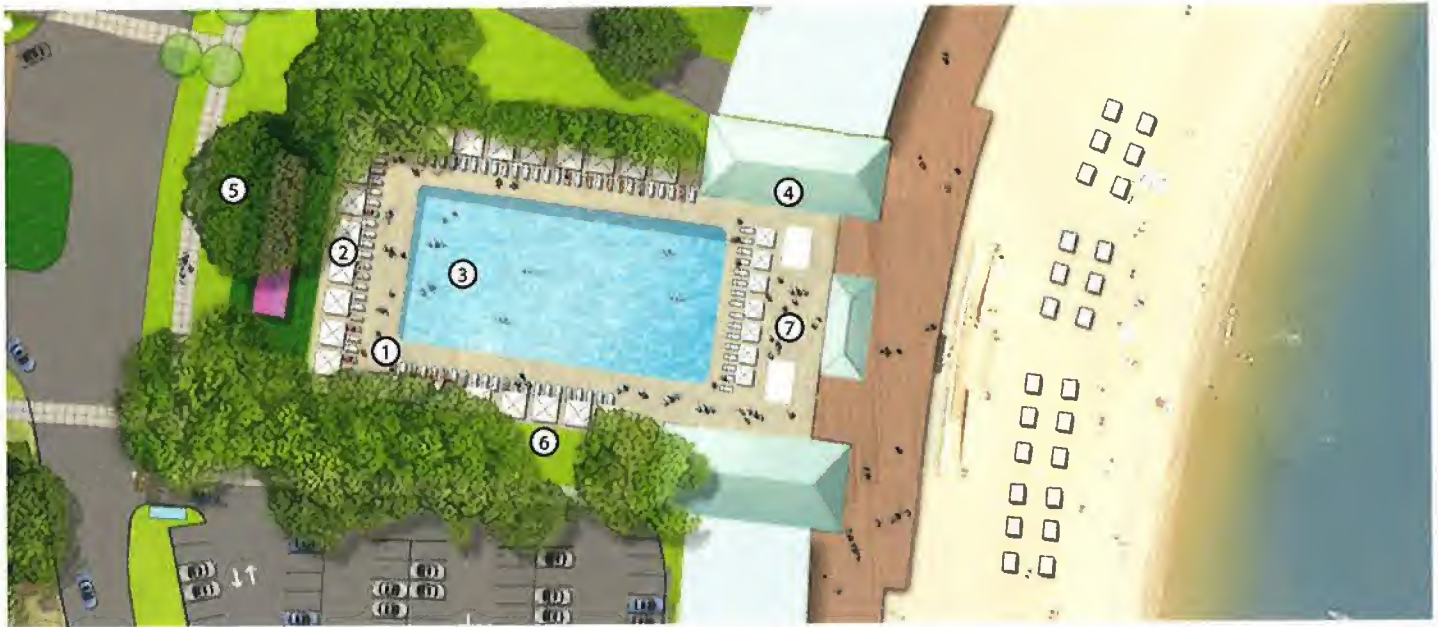
- ① Food Tent
- ② Children
- ③ Stage



Proposed improvements in the event space



# Pool Area

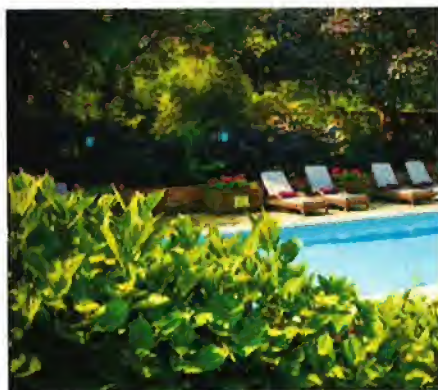


## Proposed Improvements

The improvements aim to make the pool a more attractive destination. Visitor experiences will be more enjoyable by enlarging and enhancing the pool deck, improving shade, adding family cabanas and lounging options, and expanding poolside food and beverage. Landscaping will be enhanced at the pool edges to provide privacy screening, while views to the water will be preserved.

The operating season can be expanded to take advantage of good weather.

- ① Expanded pool deck with upgraded finish
- ② Shade cabanas, umbrellas and lounges
- ③ Addition of submersible shallow and kiddie pool areas
- ④ Improved food and beverage snack bar
- ⑤ Thinned existing trees to improve water views
- ⑥ Improved patio edge planting
- ⑦ Cafe table and shade umbrellas at beach overlook





# Boathouse and Lake Activities



## Proposed Improvements

Connectivity to the rest of Playland and the Parking Lot will be extended through a boardwalk around the lakefront and adding new paths and crosswalks. Picnic areas will be expanded, and a new seasonal event space will be built. Where feasible, rip-rap will be removed and salt marsh will be restored to allow visitors closer access to local wildlife.

- ① Improve picnic areas with new groundcover, picnic tables and seasonal tent rentals
- ② Minimize driveway and introduce bollards and special paving to designate pedestrian priority
- ③ Provide traffic calming crosswalk
- ④ Provide new seasonal event space
- ⑤ New hedge and fence around pump station
- ⑥ Preserve and improve tree health in allée
- ⑦ Extend boardwalk to connect lake activities to the rest of the waterfront
- ⑧ Replace rip-rap with restored salt marsh

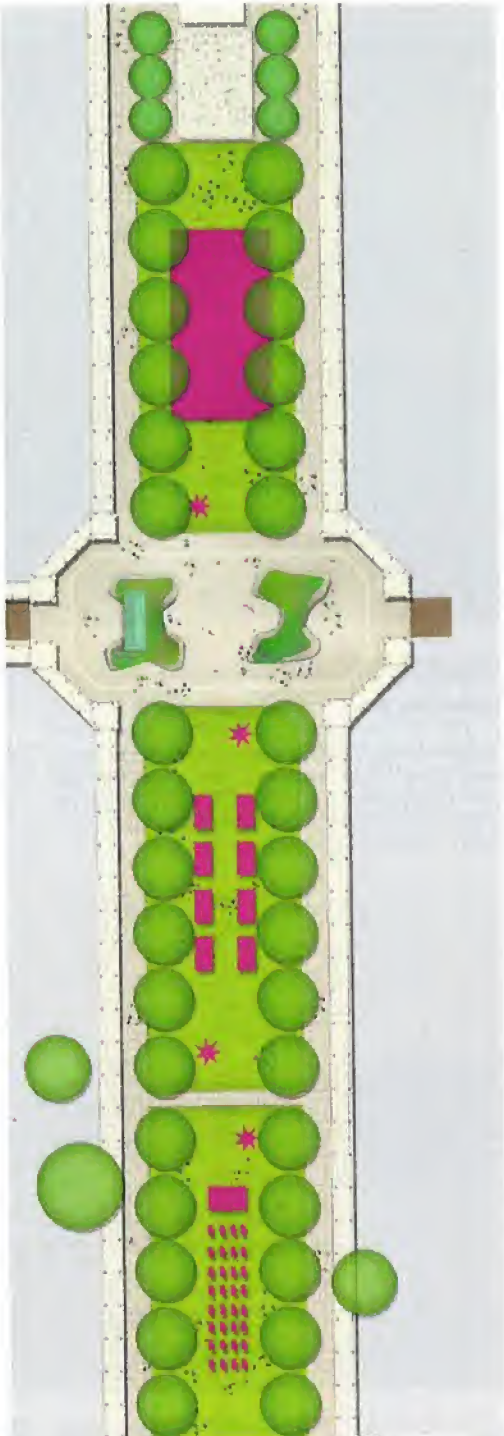




# Seasonal Events

## Proposed Improvements

With vistas that awe visitors year-round, Playland has great potential as a venue for seasonal programming. The goal is to activate the park year-round and to maximize the flexibility of Playland's feasible programming space. In utilizing the Arrival and Fountain Plazas, multiple events can be programmed at once. Visitors and the community can enjoy the beautiful landscape through attending farmers markets, winter fairs, movie nights, and food festivals.





# Art and Sculpture Program

## Proposed Improvements

A curated rotating program of Art and Sculpture will heighten visitor experience. The program can engage the community by exhibiting work of local artists and sponsoring student competitions. Art and sculpture installations can vary from free-standing works of art to interactive, animated objects and environments, as well as, seating, planting and garden "follies."





# Site Partner - Edith G. Read Wildlife Sanctuary



## Proposed Improvements

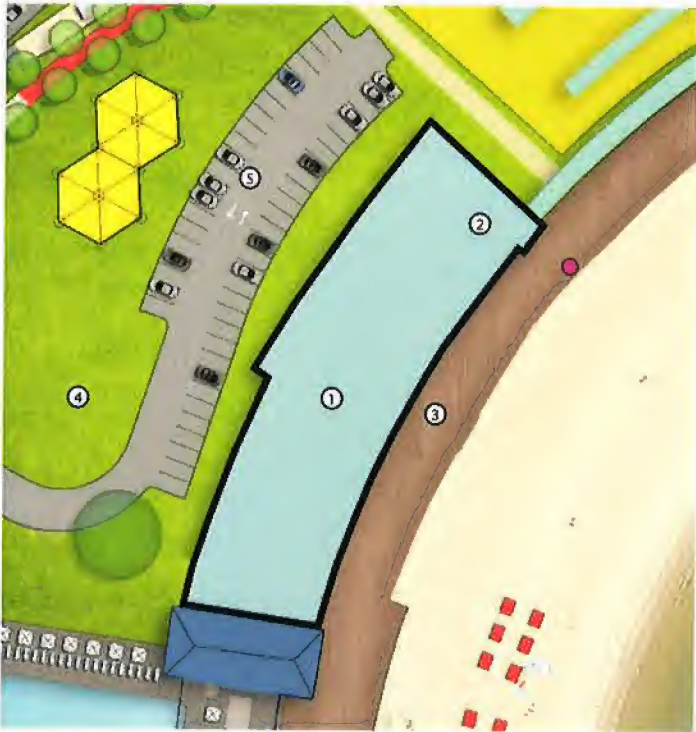
Edith G. Read is a 202-acre wildlife sanctuary with 3 miles of trails that is home for many migrating birds, wildlife, flora and fauna. It is a natural partner for the future of Playland Park with its message of environmental awareness, connecting with nature and promoting wholesome family activities.

There is opportunity to work together in hosting educational groups, packaging full day experiences for visitors, and co-hosting and sponsoring special events such as the Fall Festival. It is an example of all stakeholders working together to elevate the assets of county park land for the residents and visitors of the community. Additionally, exploring the opportunity for Edith G. Read Wildlife Sanctuary to be a lead host for Playland Park's community volunteer service is an exciting option.





# Site Partner - Westchester Children's Museum



## Proposed Improvements

The Westchester Children's Museum occupies the North Bathhouse building on the boardwalk. Joint initiatives and programming may include:

1. Creating a café to serve museum visitors and the public
2. Managing parking lot access to assist with museum guests
3. Developing inclement weather programming
4. Achieving year-round visitation goals and objectives
5. Collaborating on cooperative marketing efforts
6. Hosting special and private events
7. Assisting with catering services for special and private events
8. Sponsoring seasonal and/or permanent exhibits and activities
9. Collaborating on educational programming

These examples of collaboration to increase Park visitation demonstrate the symbiotic and complementary mission both organizations share to serve the community residents and visitors.

- ① Existing Westchester Children's Museum
- ② New all season cafe
- ③ Re-energize the boardwalk with Outdoor Dining and Art Program
- ④ Additional green space
- ⑤ Reconfigured parking

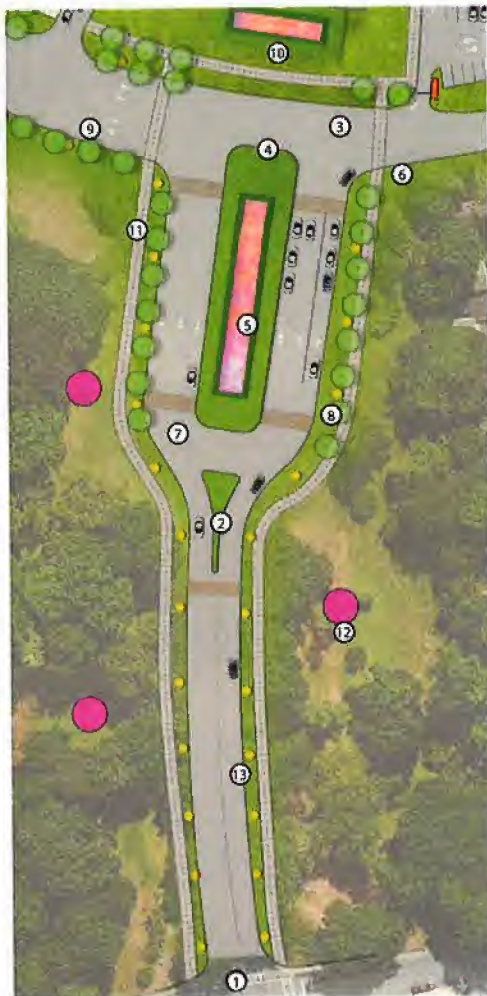




# Entrance



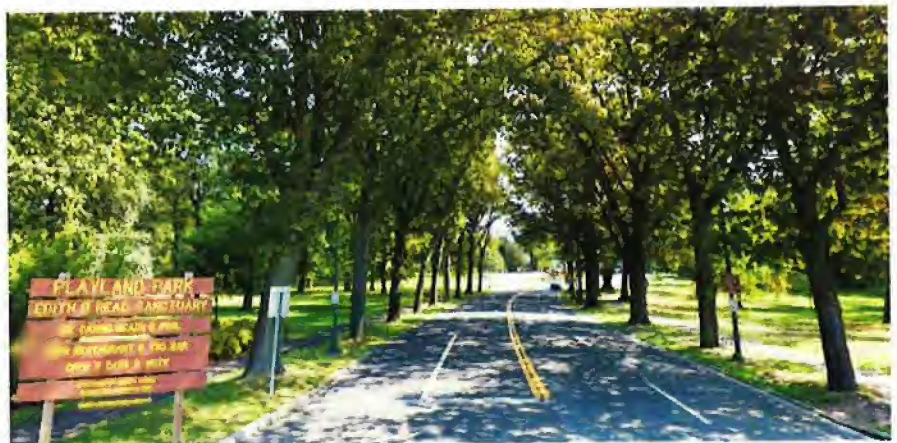
Rendering of proposed entrance



## Proposed Improvements

Many of the proposed overall improvements will deal with increasing vehicular traffic efficiency, while enhancing the sense of arriving at a unique space. Some of these new place-making attributes will include new signage, traffic calming bump strips, redesigned and added planters, and decorative new trees.

- ① Improved entry vista and experience
- ② New lane divider
- ③ New directional signage
- ④ Reduced roadway and increased planting area
- ⑤ Redesigned decorative plantings
- ⑥ Parking exit control, entry control moved south for improved traffic control
- ⑦ New traffic calming strips
- ⑧ New decorative trees
- ⑨ Arrival flanked by new trees
- ⑩ New decorative planting area
- ⑪ Upgraded/improved pedestrian pathways
- ⑫ Site art programming
- ⑬ New historic light fixtures with banners





# Arrival Plaza

## Proposed Improvements

The goal of improving this area is to enhance the visitor arrival experience at Playland Park. It will accommodate for the rise in popularity of ride-sharing and potential future utilization of smart cars, avoid congestion and increase ease of vehicular flow.

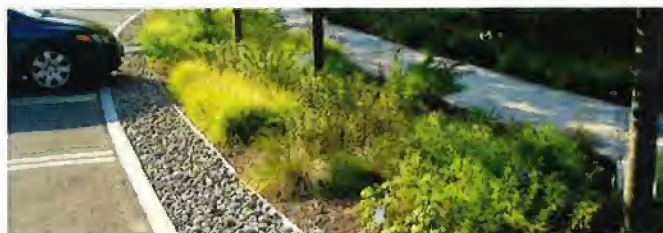


- ① Dedicated bus drop-off/pick-up area
- ② Traffic calming strips
- ③ Improved pedestrian pathway from parking lot to Entry Plaza
- ④ New entry into parking lot with control booths relocated to north for improved vehicle flow and queuing
- ⑤ New flexible landscaped entry plaza space
- ⑥ Dedicated bus pull-off lanes
- ⑦ New shade trees create "arrival grove"
- ⑧ Dedicated ride-share pick-up area
- ⑨ New public park - beach activities
- ⑩ Dedicated guest drop-off for entry and fountain plaza
- ⑪ New planted roundabout or traffic control island

# Main Parking Lot



- ① Dedicated and clear pedestrian walkways
- ② Trees and planting areas introduced in leftover places between parking spaces and driveways
- ③ Ticket booths moved to allow for longer queues
- ④ Reformatted parking and drive arrows for maximized parking spaces
- ⑤ Parking/Admissions Ticket Kiosks along pedestrian boulevard



## Proposed Improvements

The vast expanse of the parking lot would be broken up into three segments for assigning different levels of parking access and reducing traffic. These segments would align themselves with clearly distinguished pedestrian routes for safety and ease of traffic. The residual spaces that are unaffected by either pedestrian or vehicular circulation will be dedicated to the growth of trees and landscaping for environmental purposes as well as providing a welcoming guest experience.



# Sustainability

## Proposed Improvements

Part of bringing Playland Park into the 21st century means addressing issues of climate change, supporting local ecological conservation, curbing heat island effects, avoiding storm water run off and reducing energy consumption. The physical manifestation of these measures can be exhibited in didactic ways to educate visitors on the importance of reaching these goals. They can also be designed and constructed in imperceptible ways that camouflage into their surroundings. Ecological restoration could occur in coordination with outreach programs to local community and school groups.

Playland Park will be managed as a sustainable operation, utilizing biodegradable products and sustainable methods throughout the Park. For example: all food service utensils and wares can be sourced from companies that provide ecologically safe materials that can be readily recycled or sent for composting.



## Green Roofs

Green roofs are desirable for a variety of reasons, most notably to beautify the built environment, decrease the carbon footprint and reduce pollution. Additionally, they have great potential as amenity and educational spaces for patrons.



## Solar Panels

Solar panels provide energy storage and reduce utility costs. In addition, they require low maintenance costs and provide a return on investment.



## Permeable Asphalt

Permeable asphalt is a cost-effective and attractive pavement that has a substantial lifespan. It provides a storm water management system that promotes infiltration and improves water quality.



## Ecological Restoration

Ecological restoration is important for any environment as it enables habitat stability and restores any ecosystem services that have been lost.



## Bioswales

Bioswales provide an aesthetic and functional alternative to traditional gutters and storm sewers. Additionally, they provide habitats for pollinators, improve water quality and reduce stormwater runoff.





# Restrooms

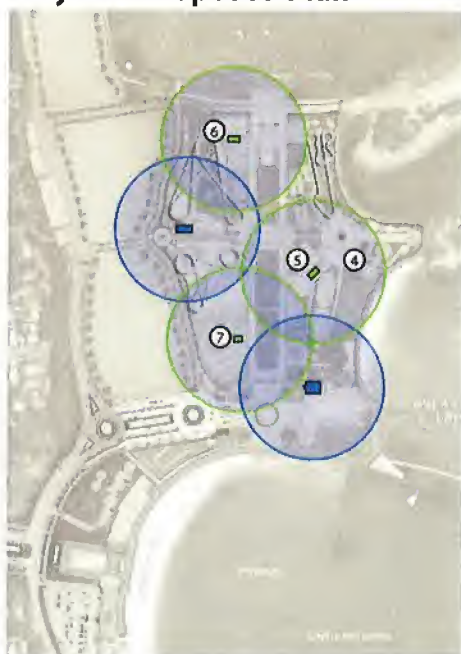


## Proposed Improvements

Currently restrooms throughout the park are undersized. They do not meet peak demands and the travel distances between them do not meet the code minimum of 500-feet. Improvements include the addition of family restrooms, assisted use stalls, and high-efficiency fixtures to not only newly built facilities, but to the existing facilities that will be renovated.



## Playland Proposed Plan



## Rye Park Proposed Plan



- ① Add new restroom to serve park arrivals and the improved Fountain Plaza
- ② Add a small restroom on the boardwalk side of the Ice Casino to serve off-season park and boardwalk users
- ④ Re-plan Bathhouse bathrooms to provide more fixtures for the beach, boardwalk and Bathhouse
- ⑤ Demolish existing Rocky Point restrooms
- ⑥ Add a new restroom North East at the rear of Autoscooter building
- ⑦ Add Northwest Mall restroom to service North Mall and improved Music Tower Plaza
- ⑦ Add a courtesy restroom to Kiddyland with family restrooms

- Existing restrooms to remain
- Food and Beverage
- 500-foot travel approximation



# Playland Museum and History Walk



## Proposed Improvements

For those wishing for a more personal way to learn about the Park's history, guided tours by a trained historian will be offered from the Playland Museum. These small groups will be provided an oral history of the walking tour and offered unique insight into the Park's history. History is not confined to a specific space or location. Building on this concept, the Playland Park history walks can be integrated into user experience-based software for interactive use by visitors on portable smart devices. This downloadable feature will put history into the hands of visitors before they even arrive and allow them to refer to their history tour even after they have departed.

## Points of Interest

- P Playland History Pavilion
- 1 Boathouse
- 2 Music Tower
- 3 The Whip
- 4 Dragon Coaster
- 5 Ye Olde Mill
- 6 Games Row
- 7 Aeroplane Coaster (reconstructed)
- 8 Derby Racer
- 9 Mall Plaza
- 10 Towers and Colonnades
- 11 Carousel
- 12 Picnic Pavilions
- 13 Historic Kiddyland
- 14 Fountain Plaza Northwest
- 15 Fountain Plaza Northeast
- 16 Ice Casino
- 17 Administration Building
- 18 Boardwalk
- 19 Bathhouse and Pool
- 20 Pier
- 21 Former Beach
- 22 Historic Ticket Booths





**Standard Amusements:  
Making the Playland of yesterday and today  
the Playland of tomorrow**



**Playland  
Park**



